

I/WE CLAIM:

1. A method of displaying advertising data for E-commerce entities, the steps comprising:

- 5        providing advertising information for a plurality of advertising entities, the advertising information comprising one or more advertisements;  
         providing a microprocessor-based logic processor for use in electronically storing the advertising information;  
         arranging at least a first discrete electronic display page of at least a first portion of the  
10   advertising information in a multi-columnar format;  
         providing an electronic searching means operatively communicated to access the advertising information for use in selectively identifying at least one advertisement;  
         selectively searching for at least one advertisement; and,  
         displaying the at least a first discrete electronic display page containing the selectively  
15   searched at least one advertisement.

2. The method of Claim 1, further comprising the step of:

- providing an electronic displaying means for use in displaying electronic data, the electronic displaying means being operatively communicated to the microprocessor-based logic  
20   processor; and,  
         wherein the step of, displaying the at least a first discrete electronic display page containing the selectively searched at least one advertisement, comprises the step of:  
         displaying the at least a first discrete electronic display page containing the selectively searched at least one advertisement on the electronic displaying means.

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3. The method of Claim 2, wherein before the step of displaying the discrete electronic display page on the electronic displaying means, the method comprises the step of:

         electronically receiving the selectively identified discrete electronic display page containing the at least one of the plurality of individual advertisements.

4. The method of Claim 3, wherein the step of providing an electronic searching means operatively communicated to access the advertising information for use in selectively identifying at least one advertisement, comprises the step of:

5 providing an electronic searching means communicated through an associated computer network to access the advertising information for use in selectively identifying at least one advertisement.

10 5. The method of Claim 4, wherein the step of providing advertising information for a plurality of advertising entities, the advertising information comprising one or more advertisements, comprises the step of:

providing advertising information for a plurality of advertising entities, the advertising information comprising one or more advertisements, wherein the advertisements comprise listing ads and, banner ads, wherein the banner ads correspond to the listing ads.

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6. The method of Claim 5, wherein the step of providing a microprocessor-based logic processor for use in electronically storing the advertising information, comprises the step of:

providing a computer server operatively connected to the Internet for use in electronically storing the advertising information.

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7. The method of Claim 6, wherein the step of arranging at least a first discrete electronic display page of at least a first portion of the advertising information in a multi-columnar format, comprises the step of:

25 arranging at least a first discrete electronic display page of at least a first portion of the advertising information in a multi-columnar format, wherein the corresponding banner ads are positioned proximate to the listing ads.

8. A method of displaying advertising data for E-commerce entities, the steps comprising:

- 5        providing an interactive electronic display screen having a first search section and a second display section;
- providing one or more associated E-commerce entities having at least one of advertising data and listing data;
- storing the advertising data and listing data;
- 10       prearranging segments of the advertising data and listing data onto individual electronic display pages;
- providing a communication link between the interactive electronic display screen and the advertising data and listing data;
- selectively searching for a specific item of advertising data or listing data in the first
- 15    search section;
- retrieving the electronic display page having said specific item of data; and,
- displaying the electronic display page in the second display section.

9. The method of Claim 8, wherein the step of providing an interactive electronic display

20    screen, further comprises the step of:

         providing a microprocessor based interactive electronic display screen having a first search section and a second display section.

10. The method of Claim 9, wherein the step of providing a microprocessor based

25    interactive electronic display screen having a first search section and a second display section, further comprises the step of:

         providing a micro-computer having a display screen exhibiting a first search section and a second display section.

11. The method of Claim 9, wherein the step of providing a microprocessor based interactive electronic display screen having a first search section and a second display section, further comprises the step of:

5 providing a portable microprocessor based interactive electronic display screen having a first search section and a second display section.

12. The method of Claim 9, wherein the step of providing one or more E-commerce entities having associated advertising data and associated listing data respectively, comprises the step of:

10 providing one or more E-commerce entities having associated advertising data and associated listing data respectively, wherein the display size of the associated advertising data and associated listing data varies from one E-commerce entity to the next.

13. The method of Claim 9, wherein the step of prearranging segments of the  
15 advertising data and listing data onto individual electronic display pages, comprises the step of:  
statically prearranging segments of the advertising data and listing data onto individual electronic display pages, wherein the advertising data and listing data is optimally arranged into multiple columns.

20 14. The method of Claim 8, wherein before the step of prearranging segments of the advertising data and listing data onto individual electronic display pages, the method comprises the step of:

electronically sorting the advertising data and listing data into a plurality of end-categories.

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15. The method of Claim 14, wherein after the step of electronically sorting the advertising data and listing data into a plurality of end-categories, the method comprises the step of:

electronically sorting the advertising data and listing data alphabetically.

16. A method of advertising data for E-commerce entities, the steps comprising:  
providing a first group of one or more advertisements for a first group of associated E-commerce entities, the advertisements comprising: advertising data and listing data;

5 electronically storing the first group of advertisements on a computer server;  
prearranging segments of the first group of one or more advertisements onto discrete electronic display pages;

providing an interactive searching means for use in searching one or both of advertising data and listing data, the interactive searching means being operatively communicated to the  
10 computer server;

adding advertisements to the first group of one or more advertisements thereby comprising a second group of advertisements; and,

rearranging segments of the second group of advertisements onto discrete electronic display pages.

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17. The method of Claim 16, wherein the step of prearranging segments of the first group of one or more advertisements onto discrete electronic display pages, comprises the step of:

prearranging segments of the first group of one or more advertisements onto discrete  
20 electronic display pages, wherein the advertising data is located proximate to the listing data.

18. The method of Claim 17, wherein the step of rearranging segments of the second group of advertisements onto discrete electronic display pages, comprises the step of:

rearranging segments of the second group of advertisements onto discrete electronic  
25 display pages, wherein the advertising data is located proximate to the listing data.

19. The method of Claim 18, wherein the step of rearranging segments of the second group of advertisements onto discrete electronic display pages, wherein the advertising data is located proximate to the listing data, comprises the step of:

automatically rearranging segments of the second group of advertisements onto discrete electronic display pages, wherein the advertising data is located proximate to the listing data.

20. The method of Claim 19, wherein the step of rearranging segments of the second  
5 group of advertisements onto discrete electronic display pages, wherein the advertising data is located proximate to the listing data, comprises the step of:

rearranging segments of the second group of advertisements onto discrete electronic display pages, wherein the advertising data is located adjacent to the listing data.

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